

Notes from April 28, 2008 Task Force Steering Committee Meeting

By Deb Henigson

3.0 PUBLIC INPUT

Bill McDonough coming to speak; he cannot be physically present in MV before our report is done; instead, looking at pre-recorded video or videoconference (if facilities are available)

Bruce E: sustainablemountainview.pbwiki.com

- check it out, see if it's useful; good for collaborative editing and info gathering (like Google Docs but totally open -- don't need a google account to access); complementary to google groups
- Palo Alto is using this tool for their post-task-force public effort
- costs \$10/month, Bruce has sponsored the first month
- Gary suggests using it as a platform to construct the final proposal What happens to our city website after august?
- not sure, but hopefully the effort will continue and the website will live on

4.0 MINUTES

- approved

5.1 RECOMMENDATION PRIORITIZATION METHODOLOGY

How shall we organize things when we present them to the city council?

James: timeline (2 years, 10 years, etc.) Marn Yee: like Palo Alto; make a grid of difficulty/effort

Aileen: MP prioritized from 1 - 10 on importance/impact and then feasibility

- also organized by whether or not it could be accomplished with current City staff/resources, additional ones, or unknown ones What matters to City council? what do they want to see? What matters to us? What do we want to be known for? (e.g. Chicago's million green roofs)

When should the bulk of the prioritization be done?

First in groups, then at Steering? All at Steering, or as the group info comes in?

Impact assessment: how do we do the analysis? Does the city have a metric for impact and the financial/impact ratio to help determine what projects the city will actually take on?

- Steve is working on it; May 27 is the meeting/study session to refine the selection methodology (sustainable project methodology)
- there will be materials available Thursday at 4pm before the study session on 5/27

Palo Alto's was intentionally nebulous; the city council & staff will better know how to determine these metrics; instead just provide an organizational structure (and "gut check") for the 300+ ideas

- no ideas were excluded; but some floated to the top

Cliff: our groups won't be able to do the detailed analysis that the Mayor would like to see; ours will be simple but clear

- point out the low-hanging fruit
- balance ideas of GHG reduction and sustainability (sustainable ideas that may not have large GHG reduction impact)

Motion: prioritization in the working groups

- working groups will list their top 10 (or fewer); everything after #10 will simply be listed, not prioritized

Clarifications:

- the steering committee will not try to synthesize a top 10 from those 10, but instead present in alphabetical order, or by group #, etc.
- can we have flexibility to have more than 10? out of respect for the city council's time and the amount of stuff they have to read, Bruce suggest limiting it
- always hard to draw the line, but it's good to have a guide
- how to deal with subgroups? divide your 10 amongst them
 - cap & trade amongst groups (baseline gives some to outreach, etc.)
- will keep the possibility of changing this structure later as work proceeds

5.2 FINAL REPORT GUIDELINES

Standardizing template, use the wiki to help people use the established format to express ideas coherently Janice's group's template

- suggestions on keeping it to two pages per suggestion to minimize final report length (one page w/2 sides)

- condense contacts and stakeholders?
- makes it hard to use diagrams, explain unfamiliar concepts Maybe getting ahead of ourselves? Need to see more "stuff" and talk to the Council ("audience") before deciding the format?

- does the Council want the overview/broad strokes? or do they want the depth?

Executive summary, with implementation details online?

- small bites for the "short attention span theater" types
- opportunities for tables or other ways to collect the high-level ideas Page limit per working group to give each group flexibility (rather than per item) Scientific journal/report formats are much more legible when short Ultimately it's up to the group chair to keep it concise and precise

<nitpicking the distributed template>

We will all try to use the template, see if it works, and revisit in a future meeting to see if there are any questions or concerns

5.3 TASK FORCE BUDGET

<various bits o' detailed discussion>

the budget is only for the production, not implementation; however the group can decide to spend its remainder on implementation in the final report if there are reports/statistics a working group needs to buy (over \$100), please let Steve & Joan know first; it's much easier if they can complete the purchase

5.4 PUBLIC INPUT MEETING

Translators -- not used but good to have them there? Steering committee has Spanish and Chinese covered...

- Russian for next time

Meeting coincided with general plan input session; next meeting doesn't Poster distribution process; google doc exists to help share the work

- use city resources?

Physical setup wasn't diplomatic enough; next venue will fix that

Next meeting: What do groups have to bring?

- one or two volunteers to take input
 - if you have any materials to give to the public about your topics, that's great! but not mandatory.
- What is provided?

- a table, two chairs (or more), a sign, and hopefully an easel or wall-post-it to show your group's topics
- some refreshments that are in keeping with our mission; include in advertisements
 - + who's doing the food?

Translators: can the steering committee chinese and spanish speakers cover their duties and translate?

- then do we need Russian?
- city pays per person per hour; will hire them again

5.5 OVERALL SUSTAINABILITY

This topic is less quantifiable than the GHG part; how do we make sure we incorporate it? Different groups are handling this differently. Cynthia offers various definitions to help people focus. Ignacio's group volunteers to review other groups' recommendations for long-term sustainability.

5.6 CITY GREEN BUILDING POLICY

Santa Clara County Cities Association made recommendations to city councils of item 8.1 from council meeting on 3/25; they are also posted on the Built Environment Google Group. Expectation: to include this with the Built Environment final report

6.0 STAFF REPORTS

General Plan update process: how does it meet up with us and our work?

GP is from 1992; it's a 2-yr process to update

- starting with public input, visioning, and hiring a consultant
- Environmental Planning Commission + consultant TBA
- scope is 20+ years, physical changes

First public input session is June 7, 10am - 1pm: "visioning process" begins Community Outreach Ambassadors

- volunteers who will reach out to stakeholder groups
- toolkit including PPT, cards to solicit input, and training on how to engage
- anyone on the task force wants to volunteer to be an ambassador?
 - + city wants to get task force input (and other stakeholder groups) before June 7, to inform June 7 agenda

- contact Martin Alkire 650-903-6306 martin.alkire@mountainview.gov

Initial Reports schedule"

June 2: Groups 1, 2, 3

June 9: Groups 7, 13, 14

June 16: Groups 4, 5, 8

June 23: Groups 6, 9